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## REFERENCING AND PLAGIARISM

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### Key points

- Check which referencing system you are required to use
- Learn the recommended style (for example, the exact order of elements in the reference, fonts, punctuation) and apply it consistently throughout your references. Sometimes software for managing references can help with this
- Accurate referencing is good practice because it helps readers who may want to follow up your work

### Be aware

- Institutions are routinely using plagiarism detection software to cross-check the content of work against previously published work
  - To avoid unintentional plagiarism, make clear notes about your sources – how you have located them, recording full citation details and your own responses
  - Remember that all material (whether printed or electronic) is protected by copyright
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### Introduction

You have now reached the end phase of ‘doing a literature review’. Sources of information have been identified through the library search. You have read and reflected, summarised and analysed until you are confident that you know enough about the topic. Along the way you have made notes that have helped you to write up the review. The final activity now is to compile an accurate reference list.

We have emphasised throughout this book the importance of documenting every source you use as you go along, so that compiling the final list should not pose many problems. There are several different systems of referencing. If you are writing a paper for university or college, check with your department which system you need to use and learn how to use that system accurately, taking into account the order of the elements of the reference, the font styles and the punctuation. Many institutions will provide style guidelines so check

with your academic department or your librarian whether guidelines, online tutorials or reference management software such as EndNote™ or Reference Manager™ are available. In addition, some word-processing tools include referencing features such as the option to insert citations and references from templates for different systems.

If you are using referencing software, such as EndNote™ or Reference Manager™, then the process is straightforward and the software does most of the work for you. You may be very confident in your knowledge of referencing systems, in which case you can skim read this chapter. The advice offered here is based on frequently asked questions of library staff from students.

## Why is referencing important?

Citing references is an important part of academic research because:

- references acknowledge the contribution of the work of others and their place within the area of research
- they provide evidence to the reader of the range and breadth of sources you have used.

According to Pears and Shields (2008: 11), they ‘establish the credibility and authority of your ideas and arguments’. In addition, your references are an important source of research in their own right, so it is vital they are accurate and complete. Moreover, correct referencing and citation will ensure that you avoid any danger of unintentional plagiarism.

## What do you need to reference?

You should always include in your references any materials you have directly referred to in your text. When you have consulted sources, but not directly referred to them in your text, you can include these sources in your bibliography (if there is one).

Note that the distinction between reputable, published sources and unpublished sources, known as grey literature, has become less clear with online publishing. Accurate references are therefore particularly important to help the reader identify and locate all sources to check for quality and authority.

## How many references should I provide?

Students often ask ‘How many references should I provide?’ The answer is not straightforward because how many references to include depends on the

expectations of the assessor, the level and depth of the work and the subject area. Some areas of research will have an enormous amount of published material to draw on, whereas others may have very little. The important factor is to complete your research correctly and to document this by illustrating your methods (see Chapter 2, in particular Table 2.3).

## When and how to reference

Neville (2010: 19) writes about six scenarios of when to reference (see Table 9.1). Table 9.2 then shows how these scenarios can be referenced using the two most common systems: the Harvard and the Numeric systems.

**Table 9.1** When to reference: six scenarios (Neville, 2010: 19)

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1	To inform the reader of the source of tables, statistics, diagrams, photographs and other illustrations included in your assignment
2	When describing or discussing a theory, model, practice or example associated with a particular writer; or using their work to illustrate examples in your text (this links specifically to the next two items)
3	To give weight or credibility to an argument supported by you in your assignment
4	When giving emphasis to a particular theory, model or practice that has found a measure of agreement and support amongst commentators
5	To inform the reader of the sources of direct quotations or definitions in your assignment
6	When paraphrasing another person's work, which is outside the realm of common knowledge, and that you feel is particularly significant, or likely to be a subject of debate.

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## Referencing systems

You can learn your recommended referencing system by following examples from a published journal article or book chapter, or alternatively by seeking detailed guidance in the texts listed below. The main systems are:

- Name/date in the text – known as the Harvard system.
- Numeric and running notes in the text – also known as the Vancouver system.
- Name/date – American Psychological Association (APA). For the APA system consult: American Psychological Association (2005), *Concise Rules of APA Style*.
- Name/page number – Modern Language Association (MLA) of America. For the MLA system refer to: Gibaldi (2003), *The MLA Handbook for Writers*.
- Legal documents have a separate referencing system. In the UK, the most widely used system is the Oxford Standard for Citation of Legal Authorities (OSCOLA) developed by the Faculty of Law, Oxford University (see: [www.denning.law.ox.ac.uk/published/oscola.shtml](http://www.denning.law.ox.ac.uk/published/oscola.shtml)).

**Table 9.2** The Harvard and numeric referencing systems

	<i>Examples of referencing using the name/date (Harvard) system</i>	<i>Examples of referencing using the numeric system</i>
In-text citation – summary	There are six scenarios where evidence must be referenced in assignments (Neville, 2010).	There are six scenarios where evidence must be referenced in assignments (1).
In-text citation – paraphrasing	According to Neville (2010), there are several different scenarios where evidence must be referenced in assignments. These include providing the reader with sources of data or quotations included in your assignment, describing or giving weight or emphasis to an argument or theory and paraphrasing someone else’s work.	According to Neville (1) there are several different scenarios where evidence must be referenced in assignments. These include situations to provide the reader with sources of data or quotations included in your assignment, describing or giving weight or emphasis to an argument or theory and paraphrasing someone else’s work.
In-text citation – quotations	There are several reasons why writers must include references. As Neville has stated, one of the situations where you will need to reference evidence is: ‘When paraphrasing other person’s work, which is outside the realm of common knowledge, and that you feel is particularly significant or likely to be a subject of debate’ (Neville, 2010: 19). Pears and Shields (2008: 11) state that references can also ‘Demonstrate that you have spent time in locating, reading and analysing material and formed your own views and opinions.’	There are several reasons why writers must include references. As Neville has stated, one of the situations where you will need to reference evidence is: ‘When paraphrasing another person’s work, which is outside the realm of common knowledge, and that you feel is particularly significant or likely to be a subject of debate’ (1). Pears and Shields state that references can also: ‘Demonstrate that you have spent time in locating, reading and analysing material and formed your own views and opinions’ (2).
References	NEVILLE, C. (2010). <i>The complete guide to referencing and avoiding plagiarism</i> , 2nd edn. Maidenhead: Open University Press.  PEARS, R. & G. SHIELDS. (2008). <i>Cite them right: the essential referencing guide</i> . Newcastle upon Tyne: Pear Tree Books.	1. NEVILLE, C. <i>The complete guide to referencing and avoiding plagiarism</i> , 2nd edn. Maidenhead: Open University Press, 2010.  2. PEARS, R. & G. SHIELDS. <i>Cite them right: the essential referencing guide</i> . Newcastle upon Tyne: Pear Tree Books, 2008.

For detailed examples of how to reference all types of information (printed and electronic), using any system, consult Neville (2010). In Table 9.3 column one lists a range of documents that you may need to reference and columns 2 and 3 show how to reference in each of the two basic styles.

**Table 9.3** A range of document types showing the Harvard and numeric styles of referencing

	<i>Examples of references using the name/ date (Harvard) system</i>	<i>Examples of References Using the Numeric System</i>
Printed book	NEVILLE, C. (2010). <i>The complete guide to referencing and avoiding plagiarism</i> . Open University Press study skills. Maidenhead: Open University Press.	NEVILLE, C. <i>The complete guide to referencing and avoiding plagiarism</i> . Open University Press study skills. Maidenhead: Open University Press, 2010.
Electronic book	NEVILLE, C. (2007). <i>The complete guide to referencing and avoiding plagiarism</i> , 2nd edn. [Online]. Open University Press study skills. Maidenhead: Open University Press. Available from: <a href="http://lib.myilibrary.com">http://lib.myilibrary.com</a> [Accessed 1 Dec. 2009].	NEVILLE, C. <i>The complete guide to referencing and avoiding plagiarism</i> . [Online]. Open University Press study skills. Maidenhead: Open University Press, 2007. Available from: <a href="http://lib.myilibrary.com">http://lib.myilibrary.com</a> [Accessed 1 Dec. 2009].
Printed book with three or more authors	SAUNDERS, M. et al. (2009). <i>Research methods for business students</i> . Harlow: Prentice Hall.	SAUNDERS, M. et al. <i>Research methods for business students</i> . Harlow: Prentice Hall, 2009.
Chapter within edited printed book	LAZONICK, W. (2006). The innovative firm. In J. FAGERBERG (Ed.), <i>The Oxford handbook of innovation</i> . New York: Oxford University Press, pp. 29–55.	LAZONICK, W. The innovative firm. In J. FAGERBERG (Ed.), <i>The Oxford handbook of innovation</i> . New York: Oxford University Press, 2006, pp. 29–55.
Chapter within edited electronic book	LAZONICK, W. (2006). The innovative firm. In J. FAGERBERG (Ed.), <i>The Oxford handbook of innovation</i> . [Online, 2009]. New York: Oxford University Press, pp. 29–55. Available from: <a href="http://www.oxfordhandbooks.com/">http://www.oxfordhandbooks.com/</a> [Accessed 1 Dec. 2009].	LAZONICK, W. The innovative firm. In J. FAGERBERG (Ed.), <i>The Oxford handbook of innovation</i> . [Online, 2009]. New York: Oxford University Press, 2006, pp. 29–55. Available from: <a href="http://www.oxfordhandbooks.com/">http://www.oxfordhandbooks.com/</a> [Accessed 1 Dec. 2009].
Printed journal article	ELLERY, K. (2008). Undergraduate plagiarism: a pedagogical perspective. <i>Assessment and evaluation in higher education</i> . Vol. 33, no. 5, pp. 507–516 (10).	ELLERY, K. Undergraduate plagiarism: a pedagogical perspective. <i>Assessment and evaluation in higher education</i> . 2008, Vol. 33, no. 5, pp. 507-516 (10).
Electronic journal article	GRAY, K. et al. (2008). Web 2.0 authorship: issues of referencing and citation for academic integrity. <i>Internet and higher education</i> . [Online]. Vol. 11, no. 2, pp. 112–118. Available at: <a href="http://www.sciencedirect.com">http://www.sciencedirect.com</a> [Accessed 1 Dec. 2009].	GRAY, K. et al. Web 2.0 authorship: issues of referencing and citation for academic integrity. <i>Internet and higher education</i> . [Online]. 2008, Vol. 11, no. 2, pp. 112–118. Available at: <a href="http://www.sciencedirect.com">http://www.sciencedirect.com</a> [Accessed 1 Dec. 2009].
Printed newspaper	ROBSHAW, B. (2009). Many students simply don't know how to reference. <i>Independent, Education</i> , 15 Oct. 2009, p.4.	ROBSHAW, B. Many students simply don't know how to reference. <i>Independent, Education</i> , 15 Oct. 2009, p.4.

(Continued)

**Table 9.3** (Continued)

	<i>Examples of references using the name/ date (Harvard) system</i>	<i>Examples of References Using the Numeric System</i>
Electronic newspaper	ROBSHAW, B. (2009). Many students simply don't know how to reference. <i>Independent, Education</i> . [Online]. 15 Oct. 2009. Available from: <a href="http://www.lexisnexis.com">http://www.lexisnexis.com</a> [Accessed 1 Dec. 2009].	ROBSHAW, B. Many students simply don't know how to reference. <i>Independent, Education</i> . [Online]. 15 Oct. 2009. Available from: <a href="http://www.lexisnexis.com">http://www.lexisnexis.com</a> [Accessed 1 Dec. 2009].
Website	NEVILLE, C. (Ed.) (2007). <i>Learn Higher: avoiding plagiarism</i> . Bradford: Learn Higher at Bradford University. Available at: <a href="http://www.learnhigher.ac.uk/site/index.php">http://www.learnhigher.ac.uk/site/index.php</a> [Accessed 1 Dec. 2009].	NEVILLE, C. (Ed.) <i>Learn Higher: avoiding plagiarism</i> . Bradford: Learn Higher at Bradford University, 2007. Available at: <a href="http://www.learnhigher.ac.uk/site/index.php">http://www.learnhigher.ac.uk/site/index.php</a> [Accessed 1 Dec. 2009].
Thesis	JESSON, J.K. (1988). <i>Ethnic minority builders: a comparative study of Britain and the United States of America on affirmative action in the building industry</i> . Unpublished PhD thesis. Aston: University of Aston.	JESSON, J.K. <i>Ethnic minority builders: a comparative study of Britain and the United States of America on affirmative action in the building industry</i> . Unpublished PhD thesis. Aston: University of Aston, 1988.
Electronic report	OXFORD STANDARD FOR CITATION OF LEGAL AUTHORITIES. (2006). Available at: <a href="http://denning.law.ox.ac.uk/published/oscola.shtml">http://denning.law.ox.ac.uk/published/oscola.shtml</a> [Accessed 1 Dec. 2009].	OXFORD STANDARD FOR CITATION OF LEGAL AUTHORITIES. 2006. Available at: <a href="http://denning.law.ox.ac.uk/published/oscola.shtml">http://denning.law.ox.ac.uk/published/oscola.shtml</a> [Accessed 1 Dec. 2009].
Online tutorial	MARTINDALE, C. et al. (2006). [Online Tutorial Version 1]. <i>Plagiarism learning and teaching online: PLATO</i> . Derby: Innovation 4 Learning at the University of Derby. Available online at: <a href="http://www.i4learn.co.uk/education">http://www.i4learn.co.uk/education</a> [Accessed 1 Dec. 2009].	MARTINDALE, C. et al. [Online Tutorial Version 1]. <i>Plagiarism learning and teaching online: PLATO</i> . Derby: Innovation 4 Learning at the University of Derby. 2006. Available online at: <a href="http://www.i4learn.co.uk/education">http://www.i4learn.co.uk/education</a> [Accessed 1 Dec. 2009].

## Where to find the citation information you need

It is important to obtain the citation information directly from the source that you are using.

- Information for your reference list can generally be found on the title page inside the book.
- For journal articles, the information is often found on the first page of the article.
- For online sources or databases there may be a 'credits' or 'about' page, which will provide citation information for the online source as a whole.
- Some online resources and databases provide facilities to save citations, so look out for 'citation', 'cite' or 'export' links. This can be a very useful feature which can save you time if the referencing system provided matches the system you

need to use. If this is not the case, then you can still export the data, as it will provide all the information you require, but you will need to re-order the elements and restyle that information into the format your institution or department adopts.

When checking different referencing systems for particular items such as books or newspapers, the WorldCat online catalogue ([www.worldcat.org/](http://www.worldcat.org/)) allows you to search for items and then cite/export the reference information from their catalogue, selecting the reference system that you need to use. Selections can be made from APA, Harvard and the MLA systems. Search for items on the catalogue and select the Cite/Export feature.

The illustration in Table 9.4 gives an example of different citation systems and styles for a book (Neville, 2007) that was obtained through the facility to cite from the WorldCat catalogue. In this example the elements of information are the same but their order changes as well as the name format, font styles and punctuation. Once you know which style you will be using, it is important to apply that style consistently to all of your references.

Figure 9.1 shows the citation information in the Harvard system provided through the WorldCat catalogue for Denzin and Lincoln (2005), *The Sage Handbook of Qualitative Research*.

**Table 9.4** Citation styles for *The Complete Guide to Referencing and Avoiding Plagiarism* (Neville, 2007)

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APA
Neville, C. (2007). <i>The complete guide to referencing and avoiding plagiarism</i> . Open UP study skills. Maidenhead: Open University Press.
Chicago (Author-Date)
Neville, Colin. 2007. <i>The complete guide to referencing and avoiding plagiarism</i> . Open UP study skills. Maidenhead: Open University Press.
Harvard
NEVILLE, C. (2007). <i>The complete guide to referencing and avoiding plagiarism</i> . Open UP study skills. Maidenhead: Open University Press.
MLA
Neville, Colin. <i>The Complete Guide to Referencing and Avoiding Plagiarism</i> . Open UP study skills. Maidenhead: Open University Press, 2007.
Turabian
Neville, Colin. <i>The Complete Guide to Referencing and Avoiding Plagiarism</i> . Open UP study skills. Maidenhead: Open University Press, 2007.

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## Plagiarism

Referencing is an integral part of academic research. Thorough research alongside complete referencing will help to give your work credibility and authority



**Figure 9.1** WorldCat catalogue showing citation for Denzin and Lincoln (2005)

The screenshot was taken from OCLC's WorldCat database and is used with OCLC's permission. WorldCat® is a registered trademark of Online Computer Library Center, Inc.

while avoiding any perception of plagiarism. The whole concept of academic prestige is built on confidence that the work is genuinely that of the author. However, with the growth of online information and the use of word-processing to write up work, the potential for plagiarism is greater than ever.

You may decide to copy and paste from an online source as a way of making notes to highlight some key points as you do your research. However, it is really important to put quotation marks around that information and to reference it immediately in your own notes so that you avoid unwittingly reusing that material in your own work at a later date. Remember that if you have found material online, then others can also find the same material through an online search. Plagiarism detection software is routinely used within academic institutions to detect plagiarism from online sources. Unintentional plagiarism can be avoided by keeping very clear notes on your research as you go along.

### How can I avoid being accused of plagiarism?

Read the following passage from Jesson and Stone (2008). This article was written specifically for use in this book so that we avoid any danger of plagiarism or falling foul of copyright laws.



Jesson, J. and Stone, I. (2008) *What do we currently know about barriers to recycling household waste in the UK? – a literature review*. Research Working Paper RP 0915. Birmingham: Aston Business School. [www.abs.aston.ac.uk](http://www.abs.aston.ac.uk) or [www.m-e-l.co.uk](http://www.m-e-l.co.uk). Accessed July 2009.

Researchers have been writing about recycling since the 1970s but, as many subsequent authors note, results are frequently contradictory and complicated by differences in waste collection schemes. In 1995 Hornik et al. published a synthesis of the determinants of recycling behaviour, drawing on international material mainly from the USA covering the years 1970–82. A similar collation of current knowledge is to be found in Tucker and Spiers' (2003) *monographs*, which also incorporates international knowledge. This early material is descriptive and focuses on the why, what and how questions. Several studies continue to argue the case for more research into barriers and how they might be overcome (for example, McDonald and Oates, 2003; Thomas et al., 2004; Robinson and Read, 2005; Martin et al., 2006).

### Example Student 1

Researchers have been writing about recycling since the 1970s but, as many subsequent authors note, results are frequently contradictory and complicated by differences in waste collection schemes. Several studies continue to argue the case for more research into barriers and how they might be overcome.

### Comment 1

This review is totally inadequate because there is no mention of the original source (Jesson and Stone, 2008). The student uses the original words and ideas as their own, without acknowledging the authors. The words are quoted directly and the work does not use any of the traditional devices, such as inverted commas (quotation marks), italics or indentation to show that this is the original source. So, this is plagiarism.

### Example Student 2

The recycling literature dates back to the 1970s. A systematic review (Hornik et al., 1995) and a summary by Tucker and Spiers (2003) covers the main articles. We can conclude from these reviews that the results of early research are frequently contradictory and complicated by contextual differences. Moreover, the research is predominantly descriptive.

## Comment 2

This review is better because the student has acknowledged the contributions of Hornik et al. (1995) and Tucker and Spiers (2003). But it does not acknowledge that the original critique of the review (*frequently contradictory and complicated by contextual differences; the research is predominantly descriptive*) was made by Jesson and Stone (2008). They are therefore claiming the ‘critique’ as their own analysis. This is cheating.

## Example Student 3

In a summary review of the literature on recycling Jesson and Stone concluded that ‘results are frequently contradictory and complicated by differences in waste collection schemes’ (2008: 13). However, it could be argued that Jesson and Stone have been overly critical of the early studies. They have failed to report on the positive aspects and useful lessons learnt from earlier studies that have now been incorporated into modern services.

## Comment 3

In this third example the student has credited the original words and critical observation of the original authors. So, there is no plagiarism here. The student then goes on to provide a personal critique of the article itself, using his/her own words. This is what we are looking for – an original interpretation of the knowledge.

So remember:

- Acknowledge the words of other writers.
- Acknowledge the ideas of other writers.
- The point is to add to what is already known, so always make clear which are your arguments (‘it could/can be argued’ is a useful phrase).

Inappropriate referencing or inaccurate citation can cause problems for later researchers. Citation errors can lead to distortions in knowledge, which is misinformation that can lead to bias in future research. It is always best to go back to original papers and check the information that you are citing.

## Copyright

Being aware of copyright rights is important because it is one way we respect the intellectual property of others. While you are doing your research

remember that all materials are protected by copyright, including those made available on the internet. This means that you will need to reference correctly and obtain permission from the copyright holders before publishing any copyrighted material. As a user of library resources, it is important also to note that licence agreements do not normally allow you to provide access to any subscription-based online materials, including journal articles, to other people. In addition, there are often limitations on how much you can download and how long you can save online resources to your own computer. If in doubt, check the copyright statements and licence agreements of online resources or speak to your academic librarian.

## Conclusion

References can frequently become an important research resource in their own right. If your literature review was to be published as a journal article, then your references could be made available to others in a bibliographic database to be used by other researchers to track research in your field of interest. Bibliographic databases, such as Web of Knowledge, contain a huge number of references, which can then be used in different ways to rank publishing by particular authors or journals or to track research over time through citations forwards and backwards in time. References are an incredibly valuable source of data for researchers who want to trace source material and original research as well as ongoing developments. References have a long life-cycle and can become an historical source for research.

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### Summary

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This chapter provides guidance on why referencing is important, what you need to reference and how to reference. It also highlights some tools which can help with compiling references. Documenting your search is part of the process and software tools can automate the process. Acknowledging others' ideas, avoiding plagiarism and an awareness of copyright issues are all integral to academic research.

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